

Serial No.: 10/686,967
Docket No.: 60655.2600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 10/686,967 Docket No.: 60655.2600

First Named Inventor: Channing K. Beringer Filing Date: 10/16/2003

Art Unit: 3689 Examiner: Fonya M. Long

Title: System and Method for Incorporation of Products and Services into Reality Television Confirmation No.: 8084

REVOCATION OF PRIOR POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

American Express Travel Related Services Company, Inc., on behalf of itself, its subsidiaries and affiliates, hereby revokes all previous powers of attorney given in the above-identified application and hereby appoint the practitioners associated with the Customer Number 66170.

Please change the correspondence address for the above-identified application to the address associated with Customer Number 66170.

I am an Officer of the Assignee of record of the entire interest. Statement under 37 CFR 3.73(b) is included.

American Express Travel Related Services Company, Inc.

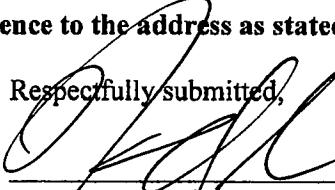
By Maxine Y. Graham

Name: Maxine Y. Graham

Title: VP, Chief IP Counsel

Please send all further correspondence to the address as stated above.

Respectfully submitted,


Howard I. Sobelman, Reg. No. 39,038
SNELL & WILMER L.L.P.

Dated: 7/19/10